

**Abstract of the Disclosure (for U. S. application)**

An image processing apparatus has an image processing section for synthesizing image information in the form of digital signals and template information. The apparatus stores in advance the template information having a reference posture set to correspond to either a horizontal posture or a vertical posture of the image information. The vertical and horizontal postures have different vertical and horizontal sizes from each other. The template information thus stored is rotated by rotation processing section in accordance with the posture of the image information. During this rotation process, the template information is converted by a conversion processing section according to a predetermined rule.

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